

The listing of claims will replace all prior versions, and listings, of claims in the application:

| **Listing of Claims:**

1. (Currently Amended) A label for a beverage container, comprising: an elongated strip of flexible material having first and second ends, inner and outer surfaces and upper and lower edges; a first quantity of adhesive applied to said inner surface of said strip adjacent to said first end; a second quantity of adhesive applied to said inner surface of said strip adjacent to said second end; a third quantity of adhesive applied to said inner surface of said strip in a region spaced from said first and second ends; a tear line extending laterally across said strip between said upper and lower edges, said tear line being positioned adjacent to said third quantity of adhesive between said third quantity of adhesive and said second end of the strip, and defining an adhesive-free area on said inner surface between said tear line and said second quantity of adhesive; and said material of said strip comprising a tamper-evident structure wherein said tamper-evident structure comprises a frangible material that leaves a residue of fibers when peeled from a quantity of adhesive.

2. (Canceled)

3. (Original) The label of claim 1, wherein said material of said strip has a core layer and at least one bonding layer.

4. (Original) The label of claim 3, wherein said material of said strip comprises a core layer positioned between a pair of bonding layers.

5. (withdrawn) The label of claim 1, wherein said second quantity of adhesive is applied to said label in a pattern of three elongated stripes, one stripe being parallel and adjacent to said second end and the other stripes being parallel to said upper and lower edges with one of said other stripes being adjacent to said upper edge and the other being adjacent to said lower edge.

6. (Original) The label of claim 1, wherein said second quantity of adhesive is applied to said

label in the form of discrete dots covering an area of said inner surface.

7. (Original) The label of claim 1, wherein said second quantity of adhesive is applied to said label in the form of a pair of rectangles spaced apart from each other adjacent to said second end of the label.

8. (Original) The label of claim 1, wherein said first and third quantities of adhesive are applied to said label as continuous layers forming elongated stripes extending from said upper to said lower edges.

9. (Original) The label of claim 8, wherein said stripe containing said first quantity of adhesive has a width narrower than a width of said stripe containing said third quantity of adhesive.

10. (Original) The label of claim 1, wherein said material of said strip comprises oriented polypropylene comprising a cavitated core and a printable skin layer on at least one side of the core.

11. (Original) The label of claim 1, wherein said adhesive-free area supports printed information.

12. (Original) The label of claim 1, wherein said adhesive-free area forms a flat, flexible gaming device.

13. (Original) The label of claim 1, wherein a part of said label between said tear line and said second end is in the form of a detachable printed voucher having printing on said inner surface.

14. (Original) The label of claim 13, wherein a part of said label between said tear line and said first end is in the form of a product label having printed information on said outer surface.

15. (Original) The label of claim 1, wherein said second quantity of adhesive is smaller in one or more of applied area, amount and bonding strength than at least said third quantity of adhesive.

16. (Original) A labelled container comprising a container wall adapted to enclose a product and a label according to claim 1 encircling said container wall.

17. (Original) The labelled container of claim 16, wherein said container is a soft drink bottle.

18. (Original) The labelled container of claim 16, wherein said first quantity of adhesive adheres said first end of said label to said wall of said container, said third quantity of adhesive adheres said inner surface of the label partly to said outer surface of the label at said first end and partly to said wall of said container, and said second quantity of adhesive adheres said second end of said strip to said outer surface of said strip.

19. (Original) The labelled container of claim 18, wherein said label has a strength and said second quantity of adhesive adheres to said outer surface of said label with an adhesive strength adapted to prevent accidental detachment of said strip at said second end during storage and transportation of said labelled container, but to allow deliberate manual peeling of said second end from said outer surface of said strip.

Claims 20-25 (Canceled)